IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A label applying apparatus comprising:

a main body at a rear end of which a grip portion is formed;

a manual lever ~~which is~~ pivotally supported ~~to~~ by the main body, ~~wherein~~ the manual lever defining one ~~of arms is constituted as~~ arm comprising a control unit~~, other~~ and another arm ~~end is~~ comprising a partial gear portion at its end, the control unit ~~is energized to~~ being biased in a direction ~~which departs~~ away from the grip portion ~~of the main body~~ by a spring, a ~~forward way~~ forward ~~movement~~ rotation of the partial gear portion ~~is carried out by the grasp operation between~~ occurring when the manual lever and the grip portion ~~which resists~~ are squeezed together against the spring ~~energization~~ bias, and ~~when the grasp operation is released~~, due to the spring bias, a return ~~movement~~ rotation of the partial gear portion ~~is carried out by the release operation from~~ occurring when either the control unit or the grip portion are released ~~by the spring energization~~;

a holder portion ~~which is~~ arranged at the main body ~~and~~, wherein the holder portion accommodates ~~the~~ a composite label web in which many labels are temporarily adhered in series ~~one by one~~ at a predetermined interval on a backing paper web;

an applying roller ~~which is~~ arranged rotatably at a tip portion of the main body;

a ~~retuning~~ turning pin ~~which is~~ arranged at the main body for reversing a transfer direction of the backing paper web ~~in order~~ to bring ~~the~~ at least one temporarily adhered label to an underside of the applying roller at a ~~nearest~~ position ~~of the~~ nearest to an upstream side of the applying roller ~~in the~~, the upstream side being defined as a transfer direction ~~of~~ in which the composite label web is fed from the holder portion, ~~by~~ and for at least partially delaminating the temporarily adhered label;

a bottom lid ~~which brings~~ directing the backing paper web ~~of which the transfer direction is reversed~~ into the bottom of the main ~~body,~~ body and ~~prevents from returning of~~ preventing the backing paper web ~~to an opposite~~ from moving in a direction ~~of~~ opposite to the transfer direction;

a backing paper web transfer component facing ~~to~~ the backing paper web ~~brought between~~ adjacent to an interior side of the bottom lid ~~from the opposite side of the bottom lid~~

~~which is arranged on the main body where~~, wherein a forward ~~direction~~ movement of the backing paper web transfer component, which does not affect ~~to~~ movement of the backing paper web, and a return movement of the backing paper web transfer component, which transfers the backing paper web ~~are performed by~~, are transmitted from the manual lever via the forward ~~direction~~ rotation and the return rotation ~~power~~ of the partial gear ~~in the manual lever transmitted~~;

a ~~backing paper web transfer nail~~ feed component arranged ~~at~~ adjacent to the backing paper web transfer component ~~having a function for sliding~~, the feed component being arranged to slide on a surface of the backing paper web, along with an escape direction, ~~at the time of~~ during the forward movement of the backing paper web transfer component, ~~and a function for transferring~~ to transfer the backing paper web transfer component, and ~~a function for transferring~~ to transfer the backing paper web ~~to~~ in a reversed direction ~~at the time of~~ during the return movement by biting the backing paper web;

a stop ~~nail~~ piece arranged ~~at~~ adjacent to the backing paper web transfer component ~~which is locked by other components in order that~~ to stop the return movement of the backing paper web transfer component ~~is stopped on the way~~ according to a length of the label;

an automatic stop component having a stop action portion ~~equivalent to the other components, which is~~, the automatic stop component being pivotally supported ~~to~~ on the main body;

a stop release component which is pivotally supported ~~to~~ on the main body and is ~~made~~ rotated at the final stage of the forward ~~movement by~~ rotation of the manual lever or the forward movement of the backing paper web transfer component;

a connection component which is pivotally supported ~~to~~ on the main body, ~~wherein~~ the automatic stop component ~~is~~ being loosely fitted therein, ~~and an actuation habit which functions as a power having a direction of departing~~ wherein the connection component is biased away from the stop ~~nail~~ piece of the backing paper web transfer component ~~is given~~ by an actuator; and

a label sensor which is pivotally supported ~~to~~ on the connecting component, ~~and in which~~ wherein a spring ~~is stretched and installed~~ extends between the ~~connection components~~ connecting component and the label sensor;

wherein, ~~by such action that~~ through the connecting component, when the automatic stop component is pressed and rotated ~~a reversed direction in resisting~~ against ~~the~~ a bias ~~actuation habit through the connection component~~ by rotation of the stop release component,

~~it~~ the label sensor rises up ~~so that it may~~ to depart from ~~a state where~~ the front edge of the label ~~at a~~ waiting ~~position for delaminating~~ to be delaminated, and, immediately after the return ~~movement of the manual lever~~ rotation of the partial gear portion or after the backing paper web transfer component is interlocked and ~~the automatic stop component is released from pressing by~~ the rotation of the stop release component releases the automatic stop component from pressing, ~~and by performing the function of the actuation habit of the connection component it~~ the label sensor goes down on the delaminating label and waits for arrival of the front edge of the following label ~~accompanying the transfer of the backing paper web~~, and furthermore, by transferring the backing paper web ~~by the~~ upon release operation of the manual lever, the label sensor is displaced against the tension of the spring in response to the reaction force by touch of the front edge ~~in~~ of the following label, ~~and~~ consequently, by rotation of the automatic stop component via rotation against the ~~actuation habit~~ bias of the ~~connection~~ connecting component, the return movement of the backing paper web transfer component is stopped by an amount corresponding to the length of the label, and an amount of grasp operation to the grip ~~of~~ the manual lever for preparation of delaminating the following label is substantially proportional to the length of the label.